

# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #10B  
Williamsville, NY 14221  
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March 6, 1997

RJR Account #124920  
F. Colucci  
F. COLUCCI, INC.

APRIL DORAL Box 100 B1G1F / PROMOTION #700447

Dear Frank:

DORAL B1G1F *pre-sleeved* product has been ordered (see quantities listed below), as well as 15 skus of 4-carton displays (Item #526424) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>B1G1F</u>	<u>STYLE</u>	<u>UPC Code</u>
<u>1</u>	<i>Full Flavor Box 100</i>	12300-23993
<u>1</u>	<i>Light Box 100</i>	12300-23994

<u>Product / Premium Arrival:</u>	<u>March 31, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: April 7, 1997</u>
<u>SKU CUBE:</u>	<u>0.2618</u>
<u>SKU WT (w/o Product):</u>	<u>0.7600 lbs</u>
<u>Retail Sales Offer per Sku:</u>	<u>20 units</u>
<u>Billing per Sku:</u>	<u>2 Savings Cartons</u>
<u>EFT \$ Amount:</u>	<u>\$86.17</u>
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>

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B1G1F

F. COLUCCI, INC.

**Promotion Description:**

Utilize 4-Carton Shipper Display. Place 20 *pre-sleeved* B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

***SHIP TWO (2) DISPLAYS TO EACH ACCOUNT ON THE ATTACHED CUSTOMER LIST***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$7.00 (1/2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162601

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORBOX.DOC

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SIS - VAP SCROLL LIST

IMS904B1 PAGE: 015

WHOLESALE: 124920 FRANK COLUCCI INC

INSTRUCTIONS: DORAL BOX BIG1F INTRODUCTION:

DORAL LIGHT BOX 100 / DORAL FULL FLAVOR BOX 100

SHIP (2) DISPLAYS TO EACH RETAIL ACCOUNT

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
319797	1626	01	FILL-N-SHINE	700 MAIN ST	NIAGARA FALLS	NY		A 12	120
626726	1626	01	NICK'S SUNOCO #3	2977 NIAGARA FALLS BLVD.	AMHERST	NY		A 12	110
626730	1626	01	NICK'S SUNOCO #2	2546 NIAGARA FALLS BLVD	TONAWANDA	NY		A 12	100
738967	1626	01	EXPRESS MINI MART	601 19TH ST	NIAGARA FALLS	NY		A 04	90

Total Accounts

4

(1)

8 Displays

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04/15/97

ACCOUNT NUMBER: 124920      FRANK COLUCCI INC  
VOUCHER NUMBER: 15350038      1611 PINE AVE  
DATE WRITTEN: 04/15/97      NIAGARA FALLS , NY 14301  
STATUS: PAID  
AMOUNT PAID: 7.00      SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
97 VAP PK & SHP	0.50	7.00

EXPLANATION: DORAL BOX B1G1F/#700447/SR 162601

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